**Personal Brand Worksheet**

**1. Start thinking of yourself as a brand**

* What do you wish for people to associate with you when they think of your name?
* Is there a certain subject matter in which you want to be perceived as an expert?

**2. Audit your online presence**

* Google yourself and set up alerts for your name on a regular basis
* If you have a fairly common name, consider using a middle initial or middle name to differentiate yourself

**3. Secure a personal website / e-portfolio**

* Having a personal page for yourself online is one of the best ways for your name to appear in search engines
* Simple two or three page site with your resume, link to your social media platforms, and a brief bio – you can expand it over time

**4. Find ways to develop content / produce value**

* Find ways to add value to your audience by creating or curating content that’s aligned with your brand

**5. Be purposeful in what you share**

* Every tweet you send, every status update you make, every picture you share contributes to your personal brand
* Once you understand how you want to be perceived, you can start to be more strategic about your personal brand

**6. Associate with other strong brands**

* Your personal brand is strengthened or weakened by your connection to other brands
* Find and leverage strong brands which can elevate your own personal brand (what school did you attend? Are there groups you can join? An alumni newsletter you can contribute to? Are there any hidden opportunities available within your own company?

**7. Reinvent**

* What’s your story?
* Think about celebrities with a strong personal brand – Mark Cuban, Martha Stewart, Richard Branson – they all have a clear story and consistent brand
* Remember that a strong brand should be ever-present and evolving